



KNXV

ORDER

Print Date 06/21/12

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**KNXV-TV
PHOENIX**

Flight Dates 06/22/12-06/25/12

Contract / Revision 302064 / Wil Cardon for Senate 2012

Original Date / Revision
06/21/12 06/21/12

Advertiser Cardon / Republican / Senat

Product

Wil Cardon for Senate 2012

Agency Com 15%

Billing Contact

PO Box 288
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

500 N Washington Street - Suite #31
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share 20% Market Value 26250

Competing Station % of Order Amount

CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	5250
KPNX	20%	5250
KPPX	%	0
KSAZ	20%	5250
KTVK	20%	5250
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	5	\$3,230.00	\$3,800.00	0.00	05/28/12	06/24/12	5	\$3,230.00	\$3,800.00
July 2012	2	\$1,232.50	\$1,450.00	0.00	06/25/12	06/25/12	2	\$1,232.50	\$1,450.00
Totals	7	\$4,462.50	\$5,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	06/25/12	06/25/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	M-----		1				\$650.00		0.00			
N 2	KNXV	06/22/12	06/22/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	----F--		1				\$800.00		0.00			



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Contract / Revision **302064** Flight Dates **06/22/12-06/25/12**

Hiatus Dates

Original Date / Revision 06/21/12/ 06/21/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
N 3	KNXV	06/25/12	06/25/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		06/25/12	07/01/12	M-----			1			\$800.00		0.00				
N 4	KNXV	06/22/12	06/22/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	----F--			1			\$1,800.00		0.00				
N 5	KNXV	06/23/12	06/23/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	-----S-			1			\$1,000.00		0.00				
N 6	KNXV	06/24/12	06/24/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	2	\$100.00	P-6	0.00	NM	2	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		06/18/12	06/24/12	-----S			2			\$100.00		0.00				
														Totals	7	\$5,250.00